

New and Original Fashion Designs For Smart Women

By Mildred Lodewick

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It is interesting to note how the long waistline is doing its own inular favor. It was course the inevitable result of the thinned skirt, and men of all types are no doubt becoming aware of its beauty. The waistline, can drop to her hip, concealing her natural waistline effectively, while long-waisted women can place the line exactly to achieve a desired effect. If short-waisted women should wear a skirt which gave good proportion, while the tall woman, instead of wearing her skirts means of proportioning her figure, if it skirts are not fashion, may use her line as a means adjustment. Study the mirror and find out what the skirt edge, are full to the short an in adopting a modish long waist, showing a smart look suitable for use to be made of weight serge or tulle. The main reason of it is the of plaits which are firmly down side of the skirt, making use of full width of material. These plaits are strapped to the hips with bands of the buckled with novelty buckles of color such as jade or Chinese. These interesting touches of are introduced on the sleeves and in a like way, to hold the



A SMART BUSINESS FROCK OF SERGE OR JERSEY.

Featured Player in Million Dollar "Foolish Wives" Has No "Front" Name!

America's Most Beautiful Blonde Tells How She Learned the Secret of Beautiful Hair.

A film star and no "given" or Christian name! That's a unique fact about one of the "Foolish Wives" in the big Universal Film success at the Central Theatre this week. Featured only as Miss Du Pont, this charming actress has won rapid recognition, and the lack of a "front" name has not hindered her but rather an asset to her success. As real blondes of the perfect type are becoming rare and as blonde hair is hard to keep in perfect condition, it is interesting to note how America's Most Beautiful Blonde cares for her hair. She learned the secret of keeping her crowning glory in perfect condition from some of her fellow-players. While filming dramas of the South Seas, Universal Film Stars marvelled at the wonderful hair of the natives. They wanted to know the reason for the lustrous, luxuriant, healthy hair. The answer was given. The natives use Coconut Oil on their hair. It is an unchallenged fact that beautiful hair is more than clean. Beautiful hair is well nourished. Coconut Oil, in proper form, is an acknowledged cleanser and nourisher. In many forms Coconut Oil loses its natural strength and nourishing qualities. But read what Miss Du Pont says:

"After all is said, the important thing is the natural beauty of the hair itself. It's a question of personal care, I believe. Keep the hair clean, see that it is well nourished, and it will repay you for your attention. All women can have this valuable possession. I keep my hair in fine condition with a coconut oil shampoo that is a cleanser and tonic in one. It's Sascha B. D. B. Concentrated Coconut Oil Shampoo. Every time I use it I feel that I am adding to my hair a lustre, radiance, health and beauty that are priceless adornments."



MISS DU PONT. Universal Film Star. Featured in "Foolish Wives."

"I consider Sascha B. D. B. Shampoo the most perfect form of Coconut Oil and recommend it for beautifying the hair."

This wonderful shampoo is in granular form, free from alcohol or alkali, that dry the scalp and make the hair brittle, break and fall. It requires only a little warm water for mixing, and the natural qualities of the oil are so preserved that it cleanses scalp and hair, feeds the roots and promotes a growth of beautiful thick, soft, lustrous hair and leaves the hair just right for brushing.

Your druggist or department store will supply you with a large sized package of Sascha B. D. B. Shampoo for only 25c, or send this coupon for sample and booklet:

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BIRTHDAY SALE AT THE BIG STORE

MAIN FLOOR SIEGEL-COOPER BUILDING
6th Avenue, at 19th St. Operated by the Ross Stores, Inc.
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One year ago we opened at the BIG STORE, 19th St. and 6th Ave., then occupying 12,000 square feet of floor space, selling all goods for Cash right off the Tops of Packing Cases with No free delivery, No fancy fixtures, No C. O. D.'s or memos., eliminating every bit of useless expense. This method of selling which we have adhered to, without exception, met with a tremendous response from the PUBLIC. The proof of this is that today we are occupying over 30,000 square feet of floor space—practically an entire block—and have opened up many new departments; inexpensive fixtures, dry goods shelving and bargain tables have replaced the Packing Cases. Rest rooms for the benefit of our customers and employees have been installed and the BIG STORE is gradually but surely coming back to its former greatness. We still stick to our money-saving methods of selling and will continue to do so.

For this, our first Birthday Sale, we have prepared a host of special values. You will find Hundreds of Bargains throughout the store, Sensible, Practical Merchandise, all new and seasonable. Many new lots just out of their boxes to add their weight to the extraordinary values for this our first Birthday Sale.

Women's & Misses' DRESSES
In all wool Serge and Velour, made up in five different models with silk embroidery front on skirt and waist. Some tailored models. Waists all lined. Sizes 16 to 44. Regular \$7.98 value. Birthday Sale Price, **3.69**

Wool Velour SKIRTS
In a variety of hand-some plaids, made in box pleated styles with detachable belt—all full sized skirts and all perfect goods—Regular \$4.98 value—Birthday Sale Price **2.69**

Women's Self Material and Fur Collared COATS
In styles adapted for all weathers—in Normandy, suede, bolivia and velour—in a variety of fur collars and self-material collars—silk lined and interlined. Belted—some with silk embroidery trimming in the back. Regular \$27.50 value. Birthday Sale Price, **12.98**

PLUSH COATS
For women and misses. Beautiful lustre plush, 36 to 38 inches long, 70 to 78 inch sweep at bottom. Comes with deep shawl fur collars—detachable belt, to be worn inside or out on coat; deep pockets. Regular \$27.50 value—Birthday Sale Price, **14.75**

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Fine quality Crepe de Chine, Tricolettes, Pongees, etc. In a variety of models, including long blouse effects. The backs slip-over, etc. Embroidered. Plain and fancy effects in a wide range of colors—sizes up to 44—actually worth up to \$5 each. Birthday Sale Price, **1.98**

Women's Fleece Lined Comfort Shoes
Vici kid lace style—cushion heels—sizes 5 to 8, E.E. width. Regular \$7 value—Birthday Sale Price, **2.98**

Big Birthday Sale Special Women's High Shoes
Fine quality Black and Brown Kid—Medium Heels with Rubber Heels Attached—sizes 3 to 8. Actually worth \$5 and \$6 per pair. Birthday Sale Price, **1.98**

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Black gun metal and mahogany calfskin. Sizes 9 to 13½ and 1 to 5½. Regular \$4.50 value. Birthday Sale Price, **1.98**

Birthday Specials in Dry Goods & Household Necessities, Etc., at Birthday Sale Prices

225 CROCHET BED SPREADS—Full size, heavy quality, homed Marcelline pattern. Each, only 1.43	60c TURKISH BATH TOWELS—Double thread, size 24x48. Blue borders. Very heavy quality. Each, only 39c	45-INCH WIDE TABLE OILCLOTH—In brown, with small, neat designs and checks. Per yard, only 19c
18.99 YD. VELVET CARPETING—27 inches wide, in large assortment of colors and patterns. Per yard, only 97c	17c YD. BLEACHED MUSLIN—Good quality. No dressing. Limit 20 yards to a customer. At per yard, only 12c	500 ROLLS SHELF OILCLOTH—In assorted colored patterns on white grounds. Per yard, only 5c
59c YD. REVERSIBLE CARPETING—36 inches wide, Assortment of patterns. Per yard, only 29c	13.99 SEAMLESS BED SHEETS—Bleached. Size 112x90. Good, heavy quality. Limit 6 to a customer. Each, only 97c	11.25 ALUMINUM ROASTERS—Fine quality "Eagle" brand. Four reinforced handles. Special, only 95c
10 ALL-WOOL BLANKETS—White with pink and blue borders. Full size. Per pair, only 5.64	32c PILLOW CASES—Size 12x20. No dressing. Very good quality. Each, only 24c	31 MAHOGANY SERVING TRAYS—Tightly polished, with fine quality decorated bottoms. Very special, each 59c
32.99 COTTON FLEECE BLANKET—In white, tan or gray, with pink and blue borders. Per pair, only 1.59	40c YD. ALL-SILK CHAMBRUSE—40 inches wide, in assortment of colors, including black and navy. High grade quality and lustre. Special, per yard, only 1.47	BREAD OR FRYING BASKETS—Imported, hand woven, with highly nickel plated rims. Both oblong and round shapes. 3 sizes, at, each, only 25c 30c 35c
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Hosiery and Underwear at Special Birthday Sale Prices

Boys' Girls' Umbrellas Paragon frame—assorted handles—regular \$1.49 quality. Birthday Price, 1.00	Children's Ribbed Vests or Pants Pieces lined, sizes 16 to 24. Regular quality. Birthday Sale Price, each, only 39c	Women's Fine Ribbed Union Suits Splendid quality, all styles, sizes 36 to 44. Regular \$2.49 quality. Birthday Sale Price, 1.59	Women's Socks 3 Big Lots at Birthday Sale Prices LOT 1—Assorted wools in heather mixtures. All sizes. Regular \$6c per pair. Special, 29c LOT 2—Fine cashmere, plaid and drop stitch. Heather mixtures. All sizes. Regular 75c per pair. Special, 39c LOT 3—Silk and wool, in heather mixtures. Some full fashioned. All sizes. Values up to \$1.25 and \$1.50 per pair. Special, 79c
Men's Heavy Ribbed Shirts or Drawers Eerie and Gray. Sizes 32 to 46. Regular 95c per garment. Birthday Sale Price, each, only 88c	Men's Work Pants Heavy quality corduroy. Well made. All sizes. Regular \$1.98 value. Birthday Sale Price, 1.98	Men's Dress Suits Cape kid and Mocha, lined and unlined. All sizes. Values up to \$25.00. Birthday Sale Price, 1.00	Men's Flannel Shirts In navy and brown, one and two pockets. Turned down collar. Sizes 14 to 17. Values up to 1.98. Birthday Sale Price, 69c
Boys' Mackinaws Heavy, lined, in plaids and stripes. Double breasted, with belt, slanted pockets. Sizes 7 to 17. Regular \$3.98 value. Birthday Sale Price, 3.98	Boys' Velvet Suits Olive Twist style. White silk soutache band trimmed. Naval insignia on sleeves. Sizes 3 to 8. Regular \$2.98 value. Birthday Sale Price, 2.98	Men's All-Wool Suits Tailor made in wool and worsted. Fancies and neat stripe effects. Regular \$75.00 value. Birthday Price, 10.95	Men's Heavy Mackinaws Heavy quality. Belted model—with Patch Pockets—very serviceable. Regular \$5.09 value. Birthday Sale Price, 2.98
Men's & Boys' Pajamas Faded and Domet Plannel. Well made. All sizes. Regular \$1.00 value. Birthday Sale Price, 1.00	Boys' School Pants Wool mixtures and Corduroy. Sizes 8 to 12. Values up to \$1.50 per pair. Birthday Sale Price, 79c	Boys' & Men's Sweaters Heavy quality, gray, knitted—with shawl collars, 2 pockets. All sizes. Values up to \$2.00. Birthday Sale Price, 89c	Birthday Special Men's Shirts Samples of all grades of shirts, neckband styles, with French Double Cuffs—some with collars attached—cut large and roomy. Sizes 14 to 17. Values up to 1.98. Birthday Price, 69c

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